

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANIES, INC.

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TV Guide, 1983

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All Out Taste.



NIAG: 7 mg "tar", 0.5 mg nicotine—100's Reg: 10 mg "tar", 0.7 mg nicotine—
100's Ment: 3 mg "tar", 0.7 mg nicotine av. per cigarette. FTC Report Dec. '83



The cigarette that changed two million minds. The one that rewrote the book on cigarette-making. The MERIT cigarette.

Made by actually boosting the taste you get out of smoking. Boosting taste to equal leading cigarettes having up to twice the tar.

MERIT. There's nothing halfway about it—you'll know it when you taste it.

Nothing halfway about it
MERIT
Kings & 100's

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Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health.



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